

# A Substantial Return on Investment With the SAFARI Montage® Solution



Whether you are transitioning from traditional media like VHS/DVD to digital video delivery or need to cut back on the exorbitant costs associated with Professional Development, SAFARI Montage provides a solution that yields major savings and a dramatic return-on-investment, making it an essential purchase for school districts today. There are several ways in which SAFARI Montage can help your school district save substantial budget dollars.

## The Switch to Digital TV (DTV)

Now that the federally mandated switch to Digital TV (DTV) has transpired, some school districts have begun to find that their old traditional coax/RF networks need to be upgraded in order to function. The SAFARI Montage Selective Video Streaming (SVS) module, along with the SAFARI Montage Digital Encoder™, offers a smarter approach to delivering DTV by running it over the school district's data network that is connected to networked output devices, such as projectors and interactive whiteboards. Using the data network eliminates the need to upgrade an aging coax/RF network that includes taps, amplifiers, end devices and tuners. Expensive set-top boxes or converter boxes aren't necessary when using the data network, which also makes this a very cost-effective alternative to upgrading an outdated network. The SAFARI Montage SVS module manages user access to DTV channels as well as live streams from the Internet or digital cameras used for school news. Tim Beekman, President of SAFARI Montage, wrote an article published in eSchoolNews (October 24, 2008) which addressed some of the issues that districts would likely face with an infrastructure based on an analog TV delivery model. To read the eSchool News article, "Prepare now for the arrival of DTV," go to <http://www.eschoolnews.com/news/top-news/?&i=55723>.

Chicago Public Schools (CPS) relied on SAFARI Montage to deliver the live 2009 presidential inauguration to all 408,000 students in its district. CPS was able to watch CNN's live cable TV broadcast of Barack Obama's historic inauguration while also participating in the first-ever district-wide assembly. This was accomplished by using SVS, which redistributed the cable feeds over the CPS data network. The SAFARI Digital Transcoder effectively transcoded those feeds (with permission from CNN) and multicast the live CNN broadcast across the district's data network.

No longer requiring the coax/RF infrastructure, Chicago Public Schools saved over \$500,000 per new school by using SAFARI Montage technology in the new site construction.

### Chicago Public Schools saved \$500,000 on one new school site alone:

- Video Retrieval System savings: \$367,000
- Cable Head-End savings: \$50,000 - \$60,000
- Coax Drags (MMTV) savings: \$42,000 - \$52,000
- Conduit savings: \$30,000 - \$35,000
- Videoconferencing Suite savings: \$22,515
- Classroom Monitors & IR Controls: N/A

Source: Chicago Public Schools, Westinghouse High School

By placing the necessary bandwidth within its wide area network, district-wide management and delivery of on-demand digital content from a central location via SAFARI Montage was made possible, thereby reducing the number of servers by several hundred and saving CPS costs overall.

## Reduce Costs by Eliminating Hard Copy Media

As we all know, the traditional way to distribute media throughout a district is to physically duplicate a VHS tape or DVD and deliver it to a school by van or courier. In some instances, multiple copies of a video are made for each school. This method is both slow and, especially given the price of gasoline, expensive. Some school districts estimate that it costs them \$10/video to duplicate, deliver, retrieve and manage a program!

By comparison, after the initial purchase, the SAFARI Montage system costs the district nothing each time a video is used. Digital delivery offers many other benefits, too, including on-demand accessibility from any workstation in the school or home, and segmented, meta-tagged video that allows users to find precisely the video clip they need.



Also, individual "hard copy" titles represent a significant investment annually for any school or district. A typical video costs \$29.95, but some can run as high as \$60-\$99 a piece. These hard copy videos (whether VHS or DVD) are only available to one user at a time, occupy significant physical space in the school library and need to be managed every time they are checked in or out. The average school budgets between \$600 - \$1,500/year to purchase new VHS or DVD programs. Therefore, an average elementary school librarian can only purchase about 20-30 new titles per year.

By comparison, the SAFARI Montage K-8 Core Content Package contains over 1,000 hand-picked education titles and costs only \$1/title/school/year — a value of approximately \$40,000 if purchased in hard copy at the cost of only \$1,000 per year. The titles also come segmented and aligned to state standards.

---

*"The best investment that you can make with regards to curriculum instruction links back to student performance. And we can begin to show data based on the classroom use of SAFARI Montage and the content, and the body of information being used in it as it relates to our curriculum, and our assessment component, where we're beginning to see strong gains in performance — simply because students are engaged."*

Dr. Joe Hairston, Superintendent  
of Baltimore County Public Schools

## Reduce Costs. Increase Professional Development Effectiveness.

The costs to conduct face-to-face Professional Development (PD) can be staggering. These include stipends for substitutes, teacher overtime, mileage paid to teachers (and travel time), refreshments and meals, location costs, trainers and more. The average cost for PD can be estimated at \$150 - \$500 per day, per person. Some districts spend as much as \$1,000 per year, per person on all PD-related items. Cost aside, the effectiveness of conducting PD face-to-face has been debated, and so many districts are investigating alternative methods.

One of the best solutions is to use digital video via SAFARI Montage to deliver great PD to all of your teachers digitally, thereby eliminating the duplication, distribution and travel expenses otherwise incurred. Best Practices videos of "master" teachers can be easily delivered throughout a district. Teachers can watch the videos in school or from home at a time that is convenient for them and, through activity logs, administrators can verify when the videos have been viewed. Support documents can also accompany the digital video.

Another cost-effective PD option is to use SAFARI Montage® Live! (SML) for remote, live, interactive videoconferencing. This incredibly easy-to-use system enables districts to conduct PD that truly engages their participants through live video, chat and polling. SML sessions can be recorded so that they can be accessed and viewed at a more conveniently time through the SAFARI Montage Dashboard.

## Streamline School District Communications

Traditionally, superintendent messages have been viewed over closed-circuit broadcasts or through other forms. The SAFARI Montage system offers three different methods to deliver a video message in a far more cost-effective and streamlined way:

- SAFARI Montage Creation Station® enables the user to upload and distribute recorded addresses so that an entire district can watch a single message simultaneously or when it is convenient for each user.
- SAFARI Montage® Live! provides a means of videoconferencing for a significant number of participants via a private WAN and Internet.
- SAFARI Montage® Selective Video Streaming allows a digital camera feed to be accessible with a simple click on the SAFARI Montage dashboard. Every student and teacher can watch the live feed over the private WAN.

Each of these methods also provides reporting data for every user who has logged on to watch.

## Give Time Back for Teaching

The time that teachers spend preparing traditional media for a lesson is time that they could be using to prepare quality lessons or spend with their students. Unlike traditional hard copy media, all digital content is available to every teacher at all times. This saves teachers time during both preparation and instruction, leaving more opportunity for better lesson preparation and increased instructional minutes, both of which lead to greater student achievement.

SAFARI Montage products also facilitate lesson preparation by providing specific, relevant segments of video that are easy to find with standards or keyword searching, thereby saving time formerly used to queue and rewind to find appropriate portions of hard copy programs. Plus, district-level personnel can create playlists as multimedia lesson plans to distribute instantly throughout the schools — yet another way to save teachers both preparation and in-class time while ensuring high-quality and consistent visual instruction. Time formerly spent at the library before and after class to borrow hard copy video for previewing and preparing lesson plans can now be saved since those tasks can be done anytime, including from home. The VCR/DVD player and TV cart become relics of the past when digital media is controlled at the teacher's desktop and viewed on a large display.

What makes this solution even more of a timesaver is that in addition to video files, the teacher can combine the most commonly used digital files into his/her playlist, thereby creating more engaging and effective lesson plans.

### File formats supported by SAFARI Montage include:

**Audio:** MP3

**Document:** Adobe® Portable Document Format (.pdf), Apple® iWork® Keynote® (.key), Apple iWork Numbers® (.numbers), Apple iWork Pages® (.pages), Microsoft® Excel® (.xls, .xlsx), Microsoft PowerPoint® (.ppt, .pptx), Microsoft Word (.doc, .docx), OpenOffice.org® (.odt, .ods, .odg, .odf, .odp), Rich Text Format (.rtf), StarOffice® (.sdw, .sdc, .sdd, .sdp), Text (.txt)

**eBook:** EPUB® (.epub), Microsoft® Reader® (.lit)

**Image:** JPEG, GIF and Bitmap

**Interactive:** Adobe Flash® (.swf)

**Video:** Adobe Flash Video (.flv), H.264 (MPEG-4, Part 10/AVC), MPEG-1 Video File (.mpg), MPEG-4 Part 2 (.mp4), QuickTime® Movie (.mov), Windows Media® Video (.wmv)

**Web Links:** Any URL Addresses

**Whiteboard:** Promethean® Flipchart (.flp, .flipchart), Promethean Resource Pack (.as3a), SMART Notebook (.xbk, .notebook)

## Conserve Costly Internet Bandwidth

Digital media products that stream via the public Internet often use a considerable amount of bandwidth, which can be very costly and can slow down a network considerably. Because the SAFARI Montage system runs on a LAN or private WAN and does not stream over the Internet, schools can preserve the use of their public Internet bandwidth.

## Classroom Device Control – Control Any Classroom Device From Any Location.

More and more, educators rely on the technologies integrated into their classrooms to aide them with instruction — from interactive whiteboards to document cameras, digital cameras and even DVD players. If you have some or all of the above, you know how challenging it can be to control them all. The Pathways SM module enables teachers to control all of the devices in their classroom from the SAFARI Montage interface. They can even schedule and control remote, district-based devices. Districts can centrally control, manage and schedule all devices, including an All-Call and All-Off feature which ensures that everything is turned off at the end of the school day. This feature will conserve considerable energy and preserve projector bulb life by about 40%.

**SAFARI**  
**MONTAGE**<sup>™</sup>

Visual Learning Served On Demand<sup>™</sup>

800.843.4549 • www.SAFARIMontage.com